



Annex A: Terms of Reference
RFQ/23/055/RBAP/PSP

Provision of digital media services in Thailand

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1 Introduction

1.1 Background

UNHCR is mandated by the United Nations to lead and coordinate international action for the worldwide protection of refugees and the resolution for issues facing refugees. The number of people forced to flee from home is over 108 million which is the highest number since World War II. Today, UNHCR is one of the world's principal humanitarian agencies. Its staff of more than 16,700 personnel in 138 countries. Staff members work in a diversity of locations and conditions including in our Geneva-based Headquarters (HQ) and more than 501 field locations worldwide. UNHCR's primary purpose is to safeguard the rights and well-being of refugees.

Since 1975 UNHCR in Thailand has been working continuously with the Royal Thai government and NGOs to help and provide protection to refugees who live in refugee camps in Thailand. We have helped the country meet the protection needs of successive migrations of refugees from Cambodia, Laos, Vietnam, and Myanmar since the 1970's.

There are currently some 90,000 refugees in Thailand who are mainly ethnic Karen and Karenni forced to flee from conflicts in Myanmar. For over 30 years, they have been living in nine camps in four provinces: Ratchaburi, Kanchanaburi, Mae Hong Son, and Tak. Most of them are children, women, and people with disabilities whose voice are seldom heard.

Private Sector Partnerships Service (PSP)

Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources from the private sector for refugees. UNHCR has developed a Private Sector Fundraising Strategy focusing on both Individual Giving and Private Sector Partnerships, identifying priority fundraising markets and regions.

In Thailand, PSP has been achieving outstanding results raising funds for both individual donors and corporate sector. The programme generates the largest portion of funds that go directly to support refugees in Thailand. In addition, Private Partnerships and Philanthropy (PPH) develops collaboration with corporate, foundations and High Net Worth Individuals (HNWIs)/Major Donors to make a difference to lives of refugees. To successfully reach out to prospects and partners, we require additional support from a partner who can provide fundraising communications support.

More information can be found on UNHCR globally; www.unhcr.org and about UNHCR Thailand www.unhcr.org/th

1.2 Statement of Purpose & Objectives

The purpose of the present RFQ is to select a digital agency/ (ies) to support UNHCR Thailand in managing digital acquisition programs to recruit quality donors through various innovative channels or drivers, with a specific focus on donor acquisition, in order to:

- Increase online donations, both one-off and regular.
- The agency/ (ies) goal is to execute, test and optimize the most effective strategy/ (ies), in order to achieve the greatest possible impact for a given fundraising budget. PSP Thailand expects from the agency to maximize ROI.

The project duration is for 01 – 31 December to complete testing for Digital Media Services

PSP Thailand would like to identify qualified companies based on the following set of services: media buying, implementation, management, and reporting.

The evaluation will be carried out separately on the technical and financial level. Please make sure that all requirements are included in your proposal.

Please be informed that joint venture, or contractor/subcontractor relationship are allowed. In either case, bidder needs to confirm which company is the project lead to take responsibility of the commercial relationship. The bid is to be submitted under one company, as leader. The winning bidder will be the contracted party, responsible for performance. UNHCR will deal with only one party (as single legal entity) for the administration of the contract, in case of selection. Please read carefully UNHCR General Terms and Conditions (Annex D, page 3, clause 5) about subcontracting.

The selected vendor is required to manage and implement digital donor acquisition activities to help achieve the following targets:

- Donor numbers One Off: 200 and Regular Giving: 50 Donors

The targets mentioned above need to be realized with a cumulative ROI of at least:

- 0.7 for a 12-month period
- 1.5 for 24 months
- 2.1 for 36 months

Agencies are also requested to indicate in their bids their maximum capacity and availability, as well as to give feedback on the expected percentages and KPI's in order to get a realistic indication.

2 Requirements

2.1 *Media buying, implementation, management and reporting*

- Monitor and report on all key metrics and overall ROI;
- Develop annual media plan which leverages a diverse set of supporter acquisition strategies and channels to reach and convert new audiences;
- Manage all aspects of the paid media campaign (campaign set up, implementation and optimization) on a day-to-day basis and during emergency campaigns;
- Provide local management of UNHCR's advertising accounts on Google, Facebook, Instagram, LINE: @UNHCRThailand, TikTok, YouTube and other platforms as needed;
- Propose account structure and manage the paid search engine marketing channel, implement and optimize this channel and ensure an overall positive ROI;
- Provide recommendations for search creatives and optimization of search content;
- Provide creative approach and audience targeting strategies for paid media marketing and manage and optimize these channels;
- Provide media strategy for retargeting, native advertising or any other new digital channels based on latest trends and innovation for acquisition and brand awareness raising;
- Provide recommendations for conversion tracking and multichannel tracking.
- Provide weekly/monthly and quarterly qualitative and quantitative analytics report and evaluation on the impact of digital campaign including key metrics and overall ROI;
- Provide continuous optimization, adjustments and recommendations to digital acquisition program, in order to achieve digital charity program performance and online supporter engagement objectives.
- Describe the team working on UNHCR account and the level of response to act on media buying activities in due time.

Performance of Work

The appointed vendor is responsible to provide all supervision, equipment, labor and materials necessary to complete the work as described herein. The vendor shall supervise and complete the project using its best skill and attention. The vendor shall furnish management, supervision, coordination, labor and services which (i) expeditiously, economically and properly complete its scope of work, (ii) comply with the requirements of these Terms of Reference.

All services rendered by the vendor shall be performed by or under the immediate supervision of persons possessing expertise in the discipline of the service being rendered.

The vendor shall conduct all its activities in strict confidence. The vendor shall handle and respect data privacy, if applicable, in a professional manner.

2.2 *Compliance with the Government Requirement*

The vendor shall comply with all Thailand applicable laws, statutes, ordinances, codes, rules, regulations and lawful orders of all governmental, public and quasi-public authorities and agencies having jurisdiction over the project.

2.3 *Vendor Registration Form*

If your company is not already registered with UNHCR, please complete, sign, company stamp, and submit the Vendor Registration Form (**Annex F**).

3 Payment Method

UNHCR shall pay the awarded vendor within thirty (30) days after satisfied completion of services. Payment shall be made against invoice and based on the quotation submitted by the awarded vendor.

4 Evaluation

Please make sure that you submit the necessary information in your technical proposal to establish compliance with the below eligibility criteria. **Please fill out Annex B technical response form to submit with your proposal.**

The evaluation will be based on a pass/fail (Yes or No) method. Your proposal should be in English and must be compliant with all the below listed criteria to be considered as compliant:

4.1 Technical Evaluation

Criteria (pass or fail)	Documents, information to be provided to establish compliance with the set criteria
Acceptance of UNHCR General Conditions of Contract for the Provision of Services	Please sign Annex D and submit with the technical response form.
Compliance with data protection	UNHCR special data protection clause is to be accepted (Annex E). Please send the signed document with your technical proposal.
Location of services	To be eligible to participate at this bidding, your company must have a local office in Thailand and your company must be authorized to work / do business in Thailand. To establish compliance with this criterion, company profile and registration certificate are to be submitted with your offer.
Comprehensiveness of proposal	A description of your strategy on how to provide the best quality service in compliance with all services listed under section 2. Please confirm capability to achieve proposed target.
Relevant experience in digital marketing services	List at one example demonstrating your agency`s experience in the digital marketing services in Thailand from the past 3 years.

4.2 Financial Evaluation

UNHCR is exempted from all direct taxes, with this regards the price must be given without any local taxes. Please use single currency (THB) to provide your fee structure and sum-up the total cost for the Services. Please fill in, sign and company stamp of the Financial Quotation (Annex C) for your price proposal.

Your Financial Quotation must be all-inclusive, meaning that no further cost will be absorbed by UNHCR in case of selection.

The Financial Quotation (Annex C) and only this document will be evaluated based on the lowest total pricing offered.

5 Customer responsibilities

Appointed agency will work closely with UNHCR's PSP Thailand team where UNHCR will be responsible for:

- Provide a dedicated project manager.
- Providing information and content about UNHCR's mission and activities;
- Provide logos, materials and existing campaign assets to be adapted to Thailand local market as needed;
- Provide access to UNHCR content and brand guidelines for the elaboration of campaigns;
- Approve all media assets, keywords, and ad copy;
- Allow 3rd party trackers to be included in webpages if applicable;
- Share access and technical specifications for the CMS solution(s) and email platform to be used by the UNHCR if applicable
- Informing the vendor about expectations concerning reporting, statistics, key performance indicators and ROI's to ensure high level results and weekly meetings on progressions and deliverables of activities.

5.1 Performance Evaluation

UNHCR expects to monitor the performance of the selected supplier(s) on a regular basis according to the following KPI's:

- Average monthly and one-off donation;
- Donors per month;
- ROI;
- Cost per Acquisition;
- Cost per recurring and one-off donor;
- CTR (Click Through Rate);
- Conversion Rate;
- Overall teamwork between supplier and PSP Thailand.